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Small business smart business: final report

Beth Walker

Beverley Webster

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Small Business Smart Business
Final Report

September 2004



Small & Medium Enterprise Research Centre
Edith Cowan University

For the
Western Australian
Department of Education and Training

Dr Beth Walker
Dr Beverley Webster

Table of contents

Acknowledgements	4
Background	5
The survey	6
Overview of results	7
Detailed results	
Business category	9
Business location	10
Business operations	11
The training voucher	
Information source	12
Voucher recipient	14
Type of training	14
Participation in other training	15
Training as a budget item	16
Perceived importance of training for the business	17
Influence of training on the business and the operators	17
Use of technology and on-line training	17
Employment options, apprenticeships and traineeships	18
The business owner	
Background	19
Association affiliations	20
Additional comments made by respondents	20
Small business smart business objectives	21
Recommendations	23

List of tables

Table 1	Small Business Smart Business objectives	6
Table 2	Percentages of industry category representation	10
Table 3	Number of participants by region (ASGC categories)	10
Table 4	Information source by year	13
Table 5	Information source by region	13
Table 6	Types of training undertaken with use of voucher	14

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Geraldine Kennedy	Research assistant, Small and Medium Enterprise Research Centre, Edith Cowan University
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The BEC Network

All of the business owners who participated in the survey

Background to the study

The Small Business Smart Business (SBSB) program is in it's fifth year of operation and while acknowledging the changes that have occurred to SBSB over the past five years, it was determined that a review of the effectiveness of SBSB in connecting small business to the VET system would be of benefit in planning for SBSB in 2005 and beyond.

The SBSB program was initially designed to provide eligible small businesses with a training voucher valued up to \$200.00¹ towards approved training and was aimed at improving the productivity of their business. Emphasis was placed on ensuring a wide range of training options were available that could be tailored to meet particular small business needs. The program has been delivered exclusively by Business Enterprise Centres (BEC's) in Western Australia through a network of 27 regional and 10 metropolitan BECs². The number and distribution of SBSB vouchers is listed below;

- Year 1 (2000) 1500 vouchers issued in the South West of Western Australia.
- Year 2 (2001) 1859 vouchers issued throughout regional Western Australia
- Year 3. (2002) 6740 vouchers issued (55% in regional Western Australia)
- Year 4. (2003) 6726 vouchers issued (55% in regional Western Australia)

In financial terms these training vouchers equate to over three million dollars of funding. To evaluate the effectiveness of the program it was essential that data was collected to provide a measure of how the availability and access to the training funding has met each of the set objectives developed for the four years (see Table 1). The objectives did change from 2001 to 2003 but the underlying essence of them remained about participation, access, productivity and a training culture for the small-business sector.

¹ The dollar amount and conditions for eligibility for the training vouchers was amended for the 2004 tranche so please note that this report only refers to the vouchers distributed over the period 2000-2003

² The number of Metro BECs reduced in the first half of 2004 to 9.

Table 1: *Small Business Smart Business objectives*

2000	2001	2002	2003
Increase the participation of small-business in training	Increase the participation of small-business in training	Ensure the regional communities drive the <i>Small Business - Smart Business</i> processes	Improving the productivity of the small business sector
Provide access to training that meets the needs of small business	Provide access to training that meets the needs of small business	Ensure the appropriate training is available to small business	Ensuring that small businesses access training that will assist in increasing productivity within that business
Develop a training culture within the small-business sector	Develop a training culture within the small-business sector	Develop strategic partnerships and a network of advocates for small business training for productivity	

The survey

This quantitative study, conducted in the second quarter of 2004, involved the distribution of a self administered survey to a representative sample of businesses who received a training voucher. A systematic method of sampling was used to provide a sample stratified by both year of access to training voucher and region (metropolitan and regional). Five percent of the target population was required to provide a confidence interval of 90 percent ($\alpha = .10$). The data base was qualified by telephone to ensure that the contact details were correct in addition to obtaining agreement to participate in the study. A reminder letter and second survey was sent approximately 3 weeks after the reply date given in the initial covering letter.

The survey was distributed to a random sample taken from the target population of 16,825 training voucher recipients. A total of 2,500 surveys were distributed, 198 were returned to sender, even though the details had been checked and 884 completed surveys were returned after the cut off date had been set.

These figures represent a response rate of 35.4%. This response rate in methodological terms is considered high, given the known reluctance of small business owner operators (SBOs) to complete surveys. Therefore the number of returns supports the methodology employed.

The self administered survey (see Appendix A) was used to collect the following data:

- background information about the business and business owner
- participation by the business in training and skills development
- attitudes of the business owner towards training and small business
- the perceived value of training in small business
- willingness for SBOs to participate in training
- aspirations of business growth.

Overview of the results

Analysis of the survey responses at the broad level, demonstrated that SBSB objectives were being met. Namely, training accessed was meeting the needs of small business and training, albeit informal, was recognized as important to and for the small business to prosper.

Many of the respondents stated that they found the vouchers useful for training assistance in their businesses, however many also said that they needed:

- additional non specified help
- more training and
- more overall assistance.

In terms of negative factors tight margins and the difficulty of finding time were cited as reasons which had prevented the uptake of training. This was especially evident in rural, regional and remote areas where many respondents stated that distance and lack of access to training providers compounded the difficulties they experienced in terms of training in their business.

Many respondents expressed interest in participating in on-line training as a way of overcoming the difficulties of distance and time commitments. However comments made by some participants suggest that these SBOs may well be assuming that on-line is similar to

‘school of the air’ or that on-line means that they are conducting the training in real time, and therefore assistance and support are immediate.

Without a common understanding of what on-line training is and what it involves, the possibility that SBOs may not have the IT skills and competencies to be able to participate fully and therefore derive sufficient benefit is a concern that needs to be addressed.

Additionally SBOs who do not have the necessary IT skills and competencies are likely to become more dissatisfied with training when it is offered on-line because of their inability to access it or understand it. A major policy shift by the Department to on-line training needs to be considered very carefully in light of these concerns.

The business owners’ current competences regarding their Information Technology (IT) skill levels needs to be determined, given the reported incidence of the training vouchers being used for basic IT skills training and their stated interest in participating in on-line training.

Many respondents mentioned that in their business they conducted in-house training or continuous on-the-job training which is not generally recognized as formal training and for which they could not access the training vouchers. Most small businesses do not have time or other resources to accommodate stand alone training, or training that involves the participant going away from the place of business and therefore most training is done on a just-in-time or needs to know basis. Particularly in small business on-the-job training is a necessity whereas additional non-core activity training is mostly considered a luxury. In this study the comments made by the participants highlighted this as a significant factor in the decision to participate in formal training or not.

The overall results reveal that SBOs perceive training as a cost and not an investment. Further, many believe that it is not their responsibility for the cost of training and that the Government should either pay for the training or at least heavily subsidise it.

This in part could be because the majority of training dollars are directed via the TAFE system towards employees rather than employers. Due to the amount of training available for employees, many business owners assume that employees come into the workplace fully trained.

Historically, minimal resource allocation has been given to training the business owner. This is problematic because although many SBOs have very good technical skills they have limited managerial skills, and often do not see the connection between management expertise and business growth. As a result, business owners often do not consider it necessary to train beyond the technical skill required to carry out the mechanics of the job. The need for the training sector to be involved in management skills and development is a critical training area that needs to be addressed.

When we consider the original objectives of the Small Business Smart Business program (see Table 1 previously presented) the data does indicate, that although not conclusively and with no causation confirmed, that for many small businesses there is recognition of the need and the value of training for themselves and their employees. There was also evidence that subsequent to participating in training made available by accessing a training voucher many business owners participated in subsequent training.

Detailed results

Business category

All 17 ANZSIC industry categories were represented in this study with the biggest representation being property and business services (20%), retail (18%) and construction (11.5%). Examples of the type of businesses within these categories are given in Table 2 below. Four other categories, agriculture forestry fishing and hunting, accommodation, manufacturing, cafes and restaurants and personal and other services, were represented by between 5% and 10% and all others less than 5% of the sample.

Table 2: Percentages of industry category representation

ANZSIC category	%	Examples
Property and business services	20.0	Bookkeeping, Accountants, Printing and Graphic Design, Training Consultancy
Retail trade	18.0	Arts and Furniture Retail, Pharmacy, Used Cars, Computers
Construction	11.5	Earthmoving, Electrical, Air Conditioning Contractor, Bricklaying
Agriculture forestry fishing and hunting	9.5	Olive Grove, Dairy farmer, Tree Farm/Nursery, Mussel Farm
Manufacturing	7.9	Elevator Manufacturer, Cabinet Making and Furniture, Metal Fabrication, Food Processing
Accommodation cafes and restaurants	6.3	Bed & Breakfast, Café, Guest house, Cafe/Restaurant
Personal and other services	5.0	Photographer, Video Store, Hairdressers, Home Maintenance

Note: not all respondents filled in all questions so some tables showing percentages may not add to 100

Business location

In terms of location of the businesses that participated in the study, the Australian Standard Geographical Classifications (ASGC) categories were used. The details of where participants were located are presented in full in Table 3 below.

Table 3: Number of participants by region (ASGC categories)

ASGC category	Number
Central	62
Kimberley	10
Lower Great Southern	83
Midlands	58
Perth	267
Pilbara	8
South Eastern	49
South West	151
Upper Great Southern	18
Total	706

There were a total of 178 respondents who did not provide their postcode. In order to make meaningful comparisons between respondents have further been classified as either metro ($n = 267$) and out of metro ($n = 439$) and whenever location comparisons are made only these 706 cases have been included.

Business operations

Business ownership ranged from less than 1 year or to over 50 years, with aggregated categories reporting one year or less (7%), 2-5 years (29%) 6 - 10 years (21%), 11 - 20 years (26%) and more than 20 years (14%). When asked how long the current business had been operating the responses ranged from one year to 115 years with the majority (83%) operating 20 years or less³. In contrast to the ABS data which states that 58% of small businesses are home-based, in this sample less than half (41%) operated from home.

In relation to full time permanent employment, 23% employed only one person, 43% employed between 2-5 staff, 10% between 6-10 staff and 4% employing between 11-20 staff. There was also a small proportion (1%) of businesses who stated that they employed more than 20 staff and which technically should have made the business ineligible for the voucher. This question was not answered by all respondents and 19% declined to answer, which may indicate that they do not employ any full time permanent staff and did not include themselves in the count. The numbers of staff employed on a full time casual, part time permanent and part time casual arrangement are provided in detail in Appendix B.

The legal structures of the businesses included sole traders (24%), trusts (12%), Pty Ltd companies (32%) and partnerships (30%). The most common partners for partnership businesses were spouse (74%), non-relational business partner (16%) and other family member (9%).

In relation to financial issues the question asked about annual turnover of the business rather than profit, as businesses are often reluctant to divulge profit. 42% of respondents indicated they had turnover of less than \$200,000, 21% between \$200,000 and \$500,000 and 32% had greater than \$500,000.

³ A full set of frequencies of all questions is attached in the Appendix B

Having a written business plan is considered an indication of some element of forward thinking about a business and its direction and additionally a business plan is also normally a requirement by financial institutions for any lending activities.

Accordingly respondents were asked if they had a business plan for their business and if they did, whether training formed part of that business plan. Just under a third (31%) stated they had a written business plan, 48% stated that they did not have a written business plan and 16% stated that they did not but were working on it.

Interestingly 54% of all respondents stated that training was part of their business plan for 2004, even though only 31% actually had a written business plan which suggests that many SBOs have informal unwritten business plans.

The training voucher

Information source

The majority of the respondents were informed about the vouchers through the Business Enterprise Centre (BEC) network, with 42% of respondents indicating that this was where they had found out about the vouchers. Training Providers were a consistent source of information with 21% of respondents mentioning them as the primary information source, followed by 16% stating word of mouth.

Flyers and brochures as an information source were only mentioned by 6% of respondents and paid media was even lower, with only 4% indicating that they read about the vouchers from the newspaper and less than 1% said they heard about them on the radio. However, flyers and brochures are distributed through various sources, including the BECs, so they may well have acted as an initial prompt to seek more information, which was then supplied by either a BEC or a Training Provider.

For each of the four years individually (see Table 4) a similar pattern is reflected with the exception of the training provider becoming a significant source of information in 2003 and 2004, which corresponds with a decrease in BEC influence.

Table 4: *Information source by year*

	2000 %	2001 %	2002 %	2003 %
BEC	52	61	52	42
Training provider	14	12	21	24
Word of mouth	14	11	12	17
Flyer/brochure	5	2	6	5
Newspaper/radio	5	6	3	4

Note: in 2000 and 2001 the vouchers were only distributed in regional and rural WA

When identifying differences between where metro businesses get their information from compared to out of metro it is evident that the BEC network has a much stronger influence in the out of metro areas compared to the metro areas (see Table 5). The reverse is true for information provided by the training providers themselves where in the metro areas 25% obtain information from them and in the out of metro areas it is only 19%. This could be explained by the fact that in most out of metro areas there is limited access to training providers (locality and numeric) and the main or possibly only source of business information is the BEC.

Table 5: *Information source by region*

	Metro %	Out of Metro %
BEC	37	44
Training provider	25	19
Word of mouth	18	13
Flyer/brochure	3	8
Newspaper /radio	5	5

Note: not all participants responded to this question

Voucher recipient

The main user of the voucher was the business owner (71%), with the remainder being used either by full-time or part-time staff. More than half of business owners who responded (52%) stated that they would not have paid for the training had the voucher not been available for either them or their staff, yet 61% stated that the training was essential for their business. This suggests that approximately 10% of business owners would not have undertaken training they consider essential for their business to function if the voucher had not been available.

Type of training

The majority of businesses utilized training involving computer programs (31%) and computer skills (20%) - in particular MYOB. According to comments from participants these two types of training for the most part involve bookkeeping and tax related training. Details and examples of the specific training for the whole sample are provided in Table 6 below.

Table 6: *Types of training undertaken with use of voucher*

Category	%	Examples
Computer Program	33	Adobe, Photoshop, Software training, MYOB, QuickBooks, Excel
Computer Skills	20	IT, Web development, Computer Training
Marketing/Management	13	Aussie Host, Debt Collection, Business Plan and Development, Sales
Professional Development	13	Customer Service, Courses specific to industry
Financial	8	Accounting, BAS, Bookkeeping, Budget, Cash Flow, Tax, Risk Management
Accreditation	6	Tickets, Certification, First Aid, Licensing, Safety Induction
Other	2	In house, Workshops, Training, Don't remember, Didn't use it

Half of the businesses (51%) indicated that they had paid for training prior to that provided for by SBSB training and the highest numbers by industry sector were from property and business services (24%), followed by 17% from retail trade, 12% from construction, 9% from agriculture and 7% from manufacturing. The remainder included all other industry sectors combined.

When considering regional differences on the use of the vouchers there were no significant observations to be made (see Table 7). A marginally higher percentage of out of metro compared to metro for computer skills was identified and the reverse of this was observed for marketing and management types of training.

It was noted by the comments provided that it was difficult to get some of the required trainers to their areas. In the metropolitan areas a wide range of trainers and course offerings is available whereas it would appear that this is not quite the same for the SBOs in out of metro regions.

Table 7: *Types of training undertaken with use of voucher by region*

Category	Metro %	Out of Metro %
Computer Program	33	33
Computer Skills	19	24
Marketing/Management	19	11
Professional Development	14	14
Financial	8	8
Accreditation	4	8
Other	2	2

Participation in other training

Whether the availability of funding through SBSB has created a change in behaviour regarding subsequent paid training is difficult to answer given the nature of this study, as it was a point in time data collection study. Longitudinal data would need to be collected to provide a measure of change and what influenced that change.

In this study, 35% of participants stated that they had undertaken training paid for by the business since having the voucher and 51% of respondents indicated that they had undertaken paid training prior to receiving a training voucher. Of those that had participated in training prior to that provided by the availability of the training voucher, half then went on to do training after and half did not.

The data does not provide any indication of why and further investigation would be required to identify the perceived value of the training. As this was a point in time survey (a cohort study) it only gave businesses that received a voucher in 2003 (which was nearly a third of all vouchers distributed) a limited opportunity to conduct training and report on it in the subsequent year (2004) which is the year this evaluation is being conducted.

In addition there were no observed regional differences as to training participation prior to or subsequent to training provided by the availability of the training voucher.

Some businesses accessed training vouchers in more than one year with a total of 22% having used more than one voucher. This does demonstrate that some SBOs were participating in training over a period of time, even though they may not be paying for some of it.

Training as a budget item

Participants were asked how much they budgeted for training on a yearly basis. The results indicated that there was a positive relationship between the amount between the businesses training budget and financial turnover, with more training money included in the budget for businesses with higher turnovers.

However 36% of all respondents stated that they budgeted nothing for training and 22% stated that they budgeted less than \$500 per year, therefore more than half of the businesses budgeted between 0 and 500 dollars. There appeared to be some contradiction in what SBOs said they valued in relation to participating in training and the benefits to their business. There were some inconsistencies in the reported amounts actually spent on training and what the SBOs said they would be prepared to pay for training, which is a point that needs further investigation.

Perceived importance of training for the business

The survey contained several questions regarding the views of the business owner on the importance of training. Most respondents (78%) agreed that training was important, and the subsequent question asked whether they thought training was important but too expensive (54%). Less than half (47%) also agreed that training was important but they did not have the time to participate in training, and 34% stated that they thought training was important but could not afford the time to send staff. Some inconsistencies are evident in these results because 64% stated that training was important and that they made the resources available.

Influence of training on the business and the operators

There were several questions relating to the amount of training that the owner and/or staff had participated in over the previous years and its effect on the business. More than half (62%) stated that productivity had improved, compared to only 13% who stated there had been no change.

The SBOs were asked if they felt that after training profits had increased. Nearly half (48%) agreed that their profits had increased and only 18% stated that there had been no change in profits. Staff satisfaction was also queried, and 53% of respondents stated that training had a positive effect on staff satisfaction with 16% indicating there was no change.

There were also two questions relating to non-production based measures, the owners management skills and their overall understanding of training options. The majority (70%) stated that they had better management skills, compared to only 10% stating no change. A further question asked whether the owner had gained a better understanding of training options and 60% stated a positive response and only 12% said there was no change.

Use of technology and on-line training

As one option for future delivery is to conduct virtual or on-line training, the business owners were asked a series of questions concerning their opinions of on-line training and their willingness to participate in it. In order to participate in on-line training, there is a requirement to access to the internet. The majority of respondents had access to the internet,

with 27% having it at home, 11% at work and 57% stating that they had access at both home and work.

In relation to having previously participated in on-line training, only 14% stated that they had, however 60% stated that they would be interested in it as an option and 29% said they would prefer to do it from home. The most popular time to participate in on-line training was workdays between 9.00am and 5.00pm.

Given that respondents who indicated an interest in on-line training also indicated a specific time and location this suggests that what these SBOs really want is to be able to do more just-in-time training in a location convenient to their business, rather than having to participate in traditional structured training conducted in a specific venue, such as the type of training that is currently offered in the Vocational Education and Training (VET) sector in Western Australia.

However, the majority of the training vouchers for this sample were for learning computer skills and computer programs which indicate a less than proficient standard of existing computer skills and competencies by these business owners.

Therefore giving SBOs the option of on-line training may be beneficial to some, especially those with existing high levels of computer skills and people in regional, rural and remote areas. Many SBOs possibly have limited or even non-existent computer skills and to the provision of on-line training without addressing the concern about IT skills and competencies may simply reinforce existing training frustrations.

Employment options, apprenticeships and traineeships

Small business owners were asked whether they preferred to employ people that were already skilled, people who they can train or whether they thought it depended on the position. Most business owners (53%) stated that it depended on the position, 15% stated that they wanted fully trained people and the remaining 18% who answered the question preferred to train people themselves.

Approximately 10% of the businesses employed apprentices and the majority of these were in retail trade (28%) and construction (25%). Manufacturing businesses employed 15% of the apprentices and accommodation, cafes and restaurants 8%. Each of the other industries employed less than 7% of the apprentices. In relation to the number of traineeships, 10% of respondents stated that they had traineeships with most having only one.

The business owner

Background

Limited personal information about the SBO was collected in this study and only included gender, age and level of education. In addition the participants were asked if they were members of any business and/or professional associations. There were 483 males (55%) and 392 females (44%) who responded to the survey.

When asked their age category, 5% were under 30, with 24% between 31-40, 39% between 41-50, 23% between 51-60 and the remaining 7% over 60 years old.

There were few observed differences in relation to training voucher usage and the age of the SBO. With the exception of SBOs under 30, the main usage of the vouchers for all other age categories was for either computer programs or computer skills. While it is assumed that the majority of under 30s would have had the benefit of some computer training at school, some 36% of this age group still used the voucher for computer related training, compared to 53% overall.

In relation to highest education level completed 23% completed Year 10 only, 17% year 12 only, 13% an apprenticeship, 18% a diploma and 26% had a university degree. Previous studies have indicated that level of a person's education should be taken into consideration with regard to the potential to participate in any type of further education and training.

Association affiliations

The final questions concerned whether the SBO belonged to any business associations or any professional or industry associations. These questions were asked to see if associations were an option for service delivery of training. Just under half (44% and 46% respectively) belonged to a business association and a professional or industry association. Of the respondents who did not belong, the main reasons cited was they perceived there to be no value in belonging, (15% & 13% respectively), their business was too small (13% & 8% respectively) or that they were too busy (10% & 8% respectively).

Additional comments made by respondents

The respondents were given the opportunity to add any further comments about training issues or operating a business generally and some of these have already been highlighted in the detailed results. There were similar views expressed by several respondents, although it should be said that not all respondents provided additional comments.

A key issue often repeated was the very tight margins that most small businesses appear to operate on, which is clearly a major barrier to training, that is, the cost benefit of being away from the business.

“the cost of training and filling the gap whilst staff are away are simply unachievable in small business which is under pressure from all quarters” (#629)

“the biggest cost of training is in lost productivity” (#732)

Another reoccurring theme was the difficulty of finding trained staff in regional, rural and remote areas and the cost to go to the city or nearest centre for training.

“access from country areas is cost prohibitive where physical attendance is required. Other options are scarce. Online training is a great option” (#800)

“There should be a greater focus on providing subsidised training to all staff members, not just one person @\$200 which is often about 10-15% of course cost. This would make it

easier to give those people with great attitude, not skills the opportunity to grow personally and professionally” (#568)

What is clear from the results is that most small business owners are resource poor, which include time, capital and staff compounded by the capacity to take time out to participate in current methods on training in the VET sector.

Further investigation is required to determine the most appropriate type of training that will be most effective for the majority of SBOs. This may well require a multi-level and multi-faceted approach.

What is encouraging is the willingness of many SBOs to participate in some form of training, irrespective of whether it was initially subsidised or even free. Given that the majority of training dollars go directly to the skilling of employees such as that available in TAFE and the VET sector rather than owners of businesses, a review of the current training effort may also be appropriate.

Small business smart business objectives

The objectives for the program from 2000 to 2003 included amongst other things, participation in training, access to training, productivity of small business and development of a training culture in the business sector. The data collected from the survey highlighted behaviors and characteristics of small business and the owner operators that provide initial insight into the degree to which the small business smart business program may have met the objectives. The results presented below should be interpreted with the knowledge that this was not a longitudinal study and therefore no measure of change is possible and no cause and effect relationship can be confirmed.

Objective – ‘increase the participation of small business in training’

Participants were asked if they participated in any training paid for by the business subsequent to that made available by accessing a training voucher. Approximately 50% of those who had not participated in training prior to accessing the training voucher then went on to do subsequent paid training. Many businesses accessed a training voucher on more than one occasion (23%). These results may indicate that business owners are more likely to recognize the importance and value of training for themselves and their business when they actively participate in training and that without the availability of the voucher some may not have selected to participate in any training.

Objective – ‘improving the productivity of the small business sector’

Nearly half (48%) of the businesses who participated in this study stated that they believed participating in training had helped to increase their profits and 52% believed that productivity had improved. Although it cannot be said that these improvements in profits and productivity are a direct result of participating in training the business owners perceptions are significant and should not be overlooked in deciding on the value to small business of training being made accessible.

Objective – ‘to develop a training culture within the small-business sector’

To conclusively say that the availability of training for small business does influence the development of a training culture, longitudinal quantitative and qualitative data would need to be collected and analysed. What the data from this survey suggests is that after participating in training by accessing the training voucher, business owners see the need to participate in more training themselves (68%) and the need for their staff to participate in more training (49%).

Recommendations

- It is critical that the VET sector is responsive to the needs of all the small business owners, especially in regional areas, as poorly skilled SBOs do not run successful long term businesses.
- Emphasis needs to be put not only on technical skills such as computing and bookkeeping but on general management skills, including time management, communications skills and human resource management.
- Businesses in regional, rural and remote areas are disadvantaged in relation to accessing training and require more assistance than is currently available. This could be addressed by developing a training ‘road show’ that travels the country and delivers basic management skills (human resource management, time management, marketing and bookkeeping) and also computer skills.
- Training should concentrate on areas that will produce demonstrable outcomes, i.e. SBOs that want basic management skills rather than advanced managements skills. Advanced ‘technical’⁴ managements skills could well be facilitated on-line and advanced ‘personal’⁵ management skills may or may not be within the boundaries of achievable outcomes. These basic skills can be delivered in a generic way by existing personal (i.e. BEC managers or contract facilitators) and a reasonable expectation is that these will be delivered either at no cost to the SBO or minimal cost, with some subsidy from the relevant government agencies.
- For more advanced skills development it would also be reasonable to expect some financial contribution from the SBO in conjunction with some funding from the relevant government agency, which would then allow for more personal one-on-one coaching or mentoring. This type of delivery requires careful planning so that consistent outcomes are achieved and measurable.

⁴ Advanced technical means advanced training such as higher versions of basic computer skills or skills development that requires some previous expertise.

⁵ Advanced personal means coaching or mentoring rather than basic time management

- The value of in-house training is an area that is under acknowledged and requires higher status as a serious means of training for SBOs. As many of the respondents reported that they conduct in-house training it can be assumed that that training is unaccredited, yet obviously vital to the business and in addition gives the employee valuable work skills. Further investigation is critical to the development of strategies to formalise and acknowledge the value of in-house training.
- As 40% of the businesses had been in operation for over 10 years, they had clearly managed to survive, and therefore should not need the basic management skills. If age of business was used as a variable, businesses that have been operating for a number of years might be better targeted for advanced training, as some comments were made about the training that they undertook as being 'too basic' A needs analysis method of training identification is essential to provide training that is targeted for the stage that the business and the business owner are at in relation to skill levels and business development.
- There was an observed interest in on-line training but some concern exists about SBOs understanding of on-line training. Further investigation is essential to ascertain the SBOs understanding of what on-line training is and whether they have the technical IT skills to access and complete on-line training.
- The development of a valid and reliable survey instrument that would enable the measurement of observed changes in SBOs training behaviour and the resultant impact on business performance. The instrument would enable the Department to longitudinally monitor training trends and influences more effectively.

Small Business Smart Business Final Report

September 2004

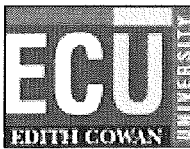
Appendix A

Survey

Small Business Smart Business Questionnaire



Department of Education and Training
Western Australia



Section 1 ~ Your Business

- Q1. Name of business:
- _____
- Q2. Description of business (ie. mechanic, beautician)
- _____
- Q3. How long have you been a business owner?
- _____
- Q4. How long has this business been operating?
- _____
- Q5. Do you operate your business from home? *(This means not renting or operating from an external office/premises)*
- ☐₁ Yes ☐₂ No
- Q6. How many staff (including yourself) are employed in your business?
- a) Full Time: (Permanent) _____
- b) Full Time: (Casual) _____
- c) Part Time: (Permanent) _____
- d) Part Time (Casual) _____
- Q7. What is your business structure? Are you a:
- ☐₁ Sole trader ☐₃ Company
- ☐₂ Trust ☐₄ Partnership
- a) If you are in a Partnership, who is it with?
- _____
- Q8. What is your annual turnover?
- ☐₁ <\$200,000
- ☐₂ \$200,000-\$500,000
- ☐₃ >\$500,000
- Q9. In the next 1-2 years, are you planning to expand your business by: *(you may tick more than one box)*
- a) ☐ Increasing your staff
- b) ☐ Increasing profits
- c) ☐ Increasing productivity
- d) ☐ Developing new markets
- e) ☐ Not applicable

Section 2 ~ The Training Voucher

- Q10. How did you find out about the training voucher?
(tick one box only)
- ☐₁ BEC ☐₅ Training Provider
- ☐₂ Radio ☐₆ Word of mouth
- ☐₃ Flyer/Brochure ☐₇ Can't recall
- ☐₄ Newspaper ☐₈ Other _____
- Q11. Did you use a training voucher in:
- a) ☐ 2000
- b) ☐ 2001
- c) ☐ 2002
- d) ☐ 2003
- e) If yes, what training did you use the voucher/s for?
- _____
- _____
- _____
- Q12. Who undertook the training? *(you may tick more than one box)*
- a) ☐ Owner
- b) ☐ Staff (Full Time)
- c) ☐ Staff (Part Time)
- Q13. Would you have paid for this training had the training voucher/s not been available?
- ☐₁ Yes ☐₂ No
- Q14. Was the training provided by the voucher essential for your business to function?
(ie.MYOB training for GST purposes)
- ☐₁ Yes ☐₂ No

Section 3 ~ Training In Your Business

Q15. Had you undertaken any other training paid for by the business **prior** to that provided by the voucher?

☐1 Yes ☐2 No

a) If yes, please give details _____

Q16. Have you undertaken any other training paid for by the business **since** that provided by the voucher?

☐1 Yes ☐2 No

a) If yes, please give details _____

Q17. Do you see the need for **you** to participate in training within the next 12 months?

☐1 Yes ☐2 No

a) If yes, what type of training? _____

Q18. Do you see the need for **your staff** to participate in training within the next 12 months?

☐1 Yes ☐2 No

a) If yes, what type of training? _____

Q19. How many of your staff are involved in any of the following:

a) Scholarship _____

b) Apprenticeships _____

c) Traineeships _____

d) I don't have any staff _____

Q20. What is your employment preference?
(tick one box only)

☐1 People who are already fully trained

☐2 People who I can train myself

☐3 Depends on the position

Q21. Thinking about training in your business:		Strongly Disagree	Disagree	Agree	Strongly Agree
a)	Training is not important at all	1	2	3	4
b)	Training is important but I can't afford it financially	1	2	3	4
c)	Training is important but I don't have the time to do myself	1	2	3	4
d)	Training is important but can't afford the time to send my staff	1	2	3	4
e)	Training is important and I therefore make the resources available	1	2	3	4

Q22. Based on the amount of training you and/or your staff participated in over the last 2 years, please comment on the following:		Strongly Disagree	Disagree	Agree	Strongly Agree	No change
a)	Productivity has improved	1	2	3	4	5
b)	Profit has increased	1	2	3	4	5
c)	Management skills are better	1	2	3	4	5
d)	Understanding of training options is clearer	1	2	3	4	5
e)	Staff satisfaction has improved	1	2	3	4	5

Section 4 ~ Technology

Q23. Do you have internet access?

- ☐₁ At Home
☐₂ At Work
☐₃ Both
☐₄ Neither

Q24. Do you have a business website?

- ☐₁ Yes ☐₂ No

Q25. Have you previously done any on-line training?

- ☐₁ Yes ☐₂ No

Q26. Would you be interested in doing on-line training?

- ☐₁ Yes ☐₂ No

a) If interested where would you prefer to do it?

- ☐₁ At Home
☐₂ At Work
☐₃ Both
☐₄ Neither

b) If interested what would be the best time?

- ☐₁ Mon-Fri 9-5pm
☐₂ Weekends
☐₃ Mon-Fri 5-10pm

Section 5 ~ Business Plan

Q27. Do you have a written business plan?

- ☐₁ Yes
☐₂ No
☐₃ Not at the moment but I am working on it

Q28. Is training part of your business plan now (in 2004)?

- ☐₁ Yes ☐₂ No

Q29. Was training part of the business plan for this business?

- a) In 2003 ☐₁ Yes ☐₂ No ☐₃ n/a
b) In 2002 ☐₁ Yes ☐₂ No ☐₃ n/a
c) In 2001 ☐₁ Yes ☐₂ No ☐₃ n/a
d) In 2000 ☐₁ Yes ☐₂ No ☐₃ n/a

Q30. How much do you budget for training each year?

- ☐₁ Nothing ☐₅ \$5,001-\$10,000
☐₂ <\$500 ☐₆ \$10,001-\$20,000
☐₃ \$501-\$1,000 ☐₇ >\$20,000
☐₄ \$1,001-\$5,000

Section 6 ~ The Business Owner

Q31. Are you:

- ☐₁ Male ☐₂ Female

Q32. Age:

- ☐₁ <30 ☐₄ 51-60
☐₂ 31-40 ☐₅ >60
☐₃ 41-50

Q33. Education:

- ☐₁ Completed Year 10 ☐₄ Diploma
☐₂ Completed Year 12 ☐₅ University Degree
☐₃ Apprenticeship

Q34. Do you belong to any business associations and/or a Chamber of Commerce?

☐1 Yes ☐2 No

a) If yes, which ones _____

b) If not, why?

- ☐1 Too expensive
- ☐2 My business is too small
- ☐3 No perceived value
- ☐4 Elitist
- ☐5 I'm too busy
- ☐6 Other: _____

Q35. Do you belong to any professional/industry associations?

☐1 Yes ☐2 No

a) If yes, which ones _____

b) If not, why?

- ☐1 Too expensive
- ☐2 My business is too small
- ☐3 No perceived value
- ☐4 Elitist
- ☐5 I'm too busy
- ☐6 Other: _____

Please feel free to add any further comments you may have on training issues or operating a business in general:

Would you be prepared to participate in an interview or a group discussion on training issues?

☐1 Yes ☐2 No

Please provide contact details: *(This is confidential)*

Name: _____
Telephone No.: _____
Email: _____

We thank you for taking the time to participate in this study

Small Business Smart Business
Final Report

September 2004

Appendix B

Frequencies
Survey output

gentype ANZSIC Industry category

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23	2.6	2.6	2.6
Agriculture Forestry	84	9.5	9.5	12.1
Fishing and Hunting	9	1.0	1.0	13.1
Communication Services	22	2.5	2.5	15.6
Finance and Insurance	177	20.0	20.0	35.6
Property and Business Services	7	.8	.8	36.4
Education	40	4.5	4.5	41.0
Health and Community Services	15	1.7	1.7	42.6
Cultural and Recreational Services	44	5.0	5.0	47.6
Personal and Other Services	5	.6	.6	48.2
Mining	70	7.9	7.9	56.1
Manufacturing	102	11.5	11.5	67.6
Construction	37	4.2	4.2	71.8
Wholesale Trade	159	18.0	18.0	89.8
Retail Trade	56	6.3	6.3	96.2
Accommodation Cafes and Restaurants	34	3.8	3.8	100.0
Transport and Storage	884	100.0	100.0	
Total				

q3 Length bus collapsed

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	63	7.1	7.3	7.3
1 year	258	29.2	30.0	37.3
2-5 years	189	21.4	22.0	59.3
6-10 years	230	26.0	26.7	86.0
11-20 years	120	13.6	14.0	100.0
> 20 years	860	97.3	100.0	
Total	24	2.7		
Missing System	884	100.0		
Total				

q4 Collapsed length of operating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 year	57	6.4	6.6	6.6
	2-5 years	249	28.2	28.9	35.5
	6-10 years	187	21.2	21.7	57.2
	11-20 years	222	25.1	25.8	82.9
	> 20 years	147	16.6	17.1	100.0
	Total	862	97.5	100.0	
Missing	System	22	2.5		
Total		884	100.0		

q5 Do you operate your business from home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	363	41.1	41.3	41.3
	No	516	58.4	58.7	100.0
	Total	879	99.4	100.0	
Missing	System	5	.6		
Total		884	100.0		

q6a1 collapsed full time permanent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 staff	208	23.5	29.1	29.1
	2-5 staff	379	42.9	53.0	82.1
	6-10 staff	88	10.0	12.3	94.4
	11-20 staff	31	3.5	4.3	98.7
	> 20 staff	9	1.0	1.3	100.0
	Total	715	80.9	100.0	
Missing	System	169	19.1		
Total		884	100.0		

q6b1 collapsed full time casual

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 staff	89	10.1	50.3	50.3
	2-5 staff	74	8.4	41.8	92.1
	6-10 staff	6	.7	3.4	95.5
	11-20 staff	3	.3	1.7	97.2
	> 20 staff	5	.6	2.8	100.0
	Total	177	20.0	100.0	
Missing	System	707	80.0		
Total		884	100.0		

q6c1 collapsed part time permanent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 staff	95	10.7	52.2	52.2
	2-5 staff	70	7.9	38.5	90.7
	6-10 staff	10	1.1	5.5	96.2
	11-20 staff	4	.5	2.2	98.4
	> 20 staff	3	.3	1.6	100.0
	Total	182	20.6	100.0	
Missing	System	702	79.4		
Total		884	100.0		

q6d1 collapsed part time casual

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 staff	138	15.6	45.2	45.2
	2-5 staff	120	13.6	39.3	84.6
	6-10 staff	27	3.1	8.9	93.4
	11-20 staff	16	1.8	5.2	98.7
	> 20 staff	4	.5	1.3	100.0
	Total	305	34.5	100.0	
Missing	System	579	65.5		
Total		884	100.0		

q7a collapsed categories partnership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spouse	172	19.5	74.5	74.5
	family	20	2.3	8.7	83.1
	Business Partner	36	4.1	15.6	98.7
	Other	3	.3	1.3	100.0
	Total	231	26.1	100.0	
Missing	System	653	73.9		
Total		884	100.0		

q10 How did you find out about the training voucher?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BEC	373	42.2	42.8	42.8
	Radio	5	.6	.6	43.4
	Flyer/brochure	49	5.5	5.6	49.0
	Newspaper	36	4.1	4.1	53.2
	Training Provider	188	21.3	21.6	74.7
	Word of Mouth	135	15.3	15.5	90.2
	Can't recall	37	4.2	4.2	94.5
	Other	48	5.4	5.5	100.0
	Total	871	98.5	100.0	
Missing	System	13	1.5		
Total		884	100.0		

q11a 2000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	4.8	100.0	100.0
Missing	System	842	95.2		
Total		884	100.0		

q11b 2001

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	11.1	100.0	100.0
Missing	System	786	88.9		
Total		884	100.0		

q11c 2002

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	302	34.2	100.0	100.0
Missing	System	582	65.8		
Total		884	100.0		

q11d 2003

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	640	72.4	100.0	100.0
Missing	System	244	27.6		
Total		884	100.0		

q11f Type of training undertaken

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Computer Program	274	31.0	33.1	33.1
	Computer Skills	175	19.8	21.2	54.3
	Accreditation	54	6.1	6.5	60.8
	Marketing/Management	118	13.3	14.3	75.1
	Professional Development	117	13.2	14.1	89.2
	Financial	70	7.9	8.5	97.7
	Other	19	2.1	2.3	100.0
	Total	827	93.6	100.0	
Missing	System	57	6.4		
Total		884	100.0		

q13 Would you have paid for this training had the training vouchers not been available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	396	44.8	46.5	46.5
	no	456	51.6	53.5	100.0
	Total	852	96.4	100.0	
Missing	System	32	3.6		
Total		884	100.0		

q14 Was the training provided by the voucher essential for your business to function?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	542	61.3	63.3	63.3
	no	314	35.5	36.7	100.0
	Total	856	96.8	100.0	
Missing	System	28	3.2		
Total		884	100.0		

q15 Had you undertaken any other training paid for by the business prior to that provided by the voucher?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	447	50.6	51.4	51.4
	no	423	47.9	48.6	100.0
	Total	870	98.4	100.0	
Missing	System	14	1.6		
Total		884	100.0		

q16 Have you undertaken any other training paid for by the business since that provided by the voucher?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	309	35.0	35.6	35.6
	no	560	63.3	64.4	100.0
	Total	869	98.3	100.0	
Missing	System	15	1.7		
Total		884	100.0		

q17 Do you see the need for you to participate in training within the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	598	67.6	69.8	69.8
	no	259	29.3	30.2	100.0
	Total	857	96.9	100.0	
Missing	System	27	3.1		
Total		884	100.0		

q18 Do you see the need for your staff to participate in training within the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	429	48.5	56.5	56.5
	no	330	37.3	43.5	100.0
	Total	759	85.9	100.0	
Missing	System	125	14.1		
Total		884	100.0		

q19a How many of your staff are involved in Scholarships?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	.7	85.7	85.7
	2	1	.1	14.3	100.0
	Total	7	.8	100.0	
Missing	System	877	99.2		
Total		884	100.0		

q19b How many staff are involved in Apprenticeships?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	56	6.3	62.9	62.9
	2	14	1.6	15.7	78.7
	3	14	1.6	15.7	94.4
	4	4	.5	4.5	98.9
	5	1	.1	1.1	100.0
	Total	89	10.1	100.0	
Missing	System	795	89.9		
Total		884	100.0		

q19c How many staff are involved in Traineeships?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	66	7.5	74.2	74.2
	2	12	1.4	13.5	87.6
	3	6	.7	6.7	94.4
	4	2	.2	2.2	96.6
	8	1	.1	1.1	97.8
	12	1	.1	1.1	98.9
	20	1	.1	1.1	100.0
	Total	89	10.1	100.0	
Missing	System	795	89.9		
Total		884	100.0		

q20 What is your employment preference?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	People already fully trained	136	15.4	18.0	18.0
	People I can train myself	154	17.4	20.3	38.3
	Depends on the position	467	52.8	61.7	100.0
	Total	757	85.6	100.0	
Missing	System	127	14.4		
Total		884	100.0		

q23 Do you have internet access?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	at home	239	27.0	27.3	27.3
	at work	100	11.3	11.4	38.7
	both	500	56.6	57.0	95.7
	neither	38	4.3	4.3	100.0
	Total	877	99.2	100.0	
Missing	System	7	.8		
Total		884	100.0		

q24 Do you have a business website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	332	37.6	37.9	37.9
	no	543	61.4	62.1	100.0
	Total	875	99.0	100.0	
Missing	System	9	1.0		
Total		884	100.0		

q25 Have you previously done any on-line training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	121	13.7	13.8	13.8
	no	755	85.4	86.2	100.0
	Total	876	99.1	100.0	
Missing	System	8	.9		
Total		884	100.0		

q26 Would you be interested in doing on-line training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	529	59.8	61.4	61.4
	no	332	37.6	38.6	100.0
	Total	861	97.4	100.0	
Missing	System	23	2.6		
Total		884	100.0		

q26a If interested where would you prefer to do it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	at home	259	29.3	38.2	38.2
	at work	135	15.3	19.9	58.1
	both	189	21.4	27.9	86.0
	neither	95	10.7	14.0	100.0
	Total	678	76.7	100.0	
Missing	System	206	23.3		
Total		884	100.0		

q26b If interested what would be the best time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mon-Fri 9-5pm	274	31.0	45.7	45.7
	weekends	93	10.5	15.5	61.3
	Mon-Fri 5-10pm	232	26.2	38.7	100.0
	Total	599	67.8	100.0	
Missing	System	285	32.2		
Total		884	100.0		

q27 Do you have a written business plan?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	274	31.0	32.6	32.6
	no	427	48.3	50.8	83.5
	Not at the moment but I am working on it	139	15.7	16.5	100.0
	Total	840	95.0	100.0	
Missing	System	44	5.0		
Total		884	100.0		

q28 Is training part of your business plan?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	474	53.6	58.4	58.4
	yes	337	38.1	41.6	100.0
	Total	811	91.7	100.0	
Missing	System	73	8.3		
Total		884	100.0		

q29a Training part of business plan in 2003

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	504	57.0	63.9	63.9
	no	164	18.6	20.8	84.7
	n/a	121	13.7	15.3	100.0
	Total	789	89.3	100.0	
Missing	System	95	10.7		
Total		884	100.0		

q29b Training part of business plan in 2002

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	380	43.0	51.4	51.4
	no	195	22.1	26.4	77.8
	n/a	164	18.6	22.2	100.0
	Total	739	83.6	100.0	
Missing	System	145	16.4		
Total		884	100.0		

q29c Training part of business plan in 2001

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	267	30.2	38.5	38.5
	no	225	25.5	32.4	70.9
	n/a	202	22.9	29.1	100.0
	Total	694	78.5	100.0	
Missing	System	190	21.5		
Total		884	100.0		

q29d Training part of business plan in 2000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	223	25.2	33.8	33.8
	no	219	24.8	33.2	67.0
	n/a	218	24.7	33.0	100.0
	Total	660	74.7	100.0	
Missing	System	224	25.3		
Total		884	100.0		

q30 How much do you budget for training each year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nothing	314	35.5	37.8	37.8
	less than \$500	196	22.2	23.6	61.4
	\$501-\$1000	152	17.2	18.3	79.8
	\$1001-\$5000	120	13.6	14.5	94.2
	\$5001-\$10,000	35	4.0	4.2	98.4
	\$10,001-\$20,000	8	.9	1.0	99.4
	greater than \$20,000	5	.6	.6	100.0
	Total	830	93.9	100.0	
Missing	System	54	6.1		
Total		884	100.0		

q31 What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	482	54.5	55.1	55.1
	female	392	44.3	44.9	100.0
	Total	874	98.9	100.0	
Missing	System	10	1.1		
Total		884	100.0		

q32 What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 30 years	50	5.7	5.7	5.7
	31-40 years	212	24.0	24.2	29.9
	41-50 years	347	39.3	39.6	69.5
	51-60 years	202	22.9	23.1	92.6
	greater than 60 years	65	7.4	7.4	100.0
	Total	876	99.1	100.0	
Missing	System	8	.9		
Total		884	100.0		

q33 What was your highest educational qualification?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	completed year 10	204	23.1	23.8	23.8
	completed year 12	148	16.7	17.2	41.0
	apprenticeship	117	13.2	13.6	54.7
	diploma	160	18.1	18.6	73.3
	university degree	229	25.9	26.7	100.0
	Total	858	97.1	100.0	
Missing	System	26	2.9		
Total		884	100.0		

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q34 Do you belong to any business associations an/or a Chamber of Commerce?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	389	44.0	44.6	44.6
	no	483	54.6	55.4	100.0
	Total	872	98.6	100.0	
Missing	System	12	1.4		
Total		884	100.0		

34b If not, why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	too expensive	50	5.7	11.2	11.2
	my business is too small	112	12.7	25.1	36.3
	no perceived value	136	15.4	30.5	66.8
	elitist	2	.2	.4	67.3
	I'm too busy	90	10.2	20.2	87.4
	other	56	6.3	12.6	100.0
	Total	446	50.5	100.0	
Missing	System	438	49.5		
Total		884	100.0		

q35 Do you belong to any professional/industry associations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	405	45.8	47.8	47.8
	no	442	50.0	52.2	100.0
	Total	847	95.8	100.0	
Missing	System	37	4.2		
Total		884	100.0		

35b If not, why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	too expensive	52	5.9	13.5	13.5
	my business is too small	74	8.4	19.2	32.6
	no perceived value	118	13.3	30.6	63.2
	elitist	3	.3	.8	64.0
	I'm too busy	72	8.1	18.7	82.6
	other	67	7.6	17.4	100.0
	Total	386	43.7	100.0	
Missing	System	498	56.3		
Total		884	100.0		